

**The sound of success  
for your business**





# 3M's Cantata<sup>®</sup> Music System lets you se

**Music to soothe, sell, relax, increase output or improve morale. The choice is yours.**

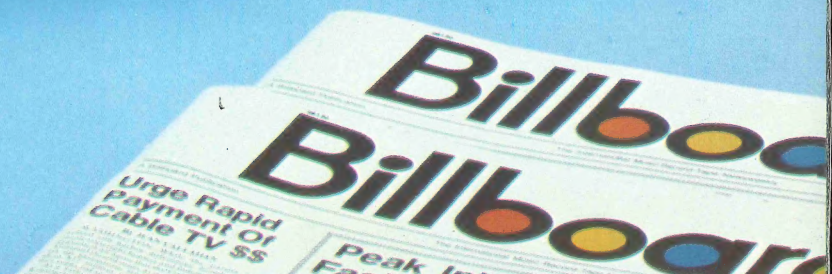
Business people are becoming increasingly aware of how music can work for them.

They are discovering the power of music to soothe, sell, create environment, build image, provide privacy, increase work output and improve morale.

Since different music moves people in different ways, the music must be chosen carefully. Now you can select background music as you would a tool — to accomplish a precise job.

## **3M Business Music Libraries**

Feature precision and quality with arrangements appropriate for your business. The 3M cartridges assure you the finest sound reproduction.





# Select your own sound of success

Choose from the best — thanks to an exclusive agreement with Billboard®.

With the 3M "Cantata" System you can choose appropriate music to satisfy your business needs. You can fill those requirements with hit recordings by original artists. This is made possible by an exclusive agreement between 3M Sound Products and Billboard.

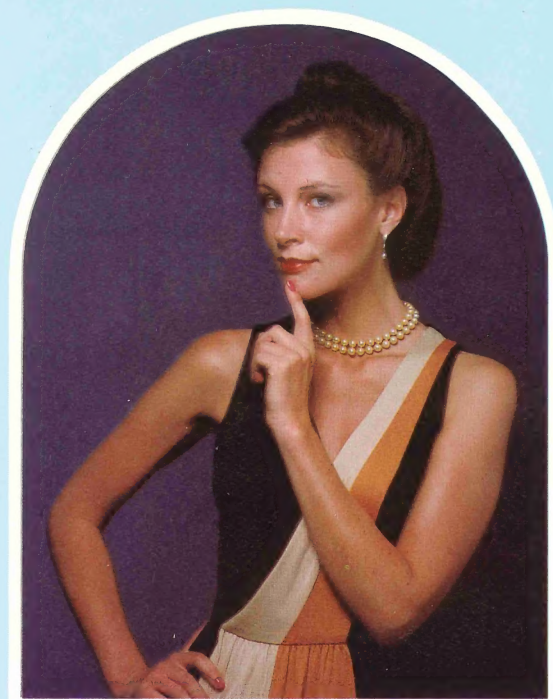
Billboard is a recognized authority of the music world. Their scientific surveys confirm the leading artists and popular "hits."

Because of this exclusive venture, you'll get whatever is popular and riding high on Billboard's well-researched charts.





# smooth mode



*With that pleasant music in the air, my bank seems so much more inviting and friendly. It's funny, but it really makes me feel good about keeping my money there.*

## **Smooth: Instrumental Series**

Do you manage an office? Are you a banker? Do you operate a fine restaurant? Are you a financial consultant, a stockbroker, a management advisor? Are you a retailer of jewelry, furs or fashions? Do you have a beauty salon? Are you a real estate broker? Do you administer medical services? These businesses and many others should project an image of confidence, security and dignity. The soft, pleasant background of Smooth Mode provides a luxuriant and soothing environment. It puts customers and employees in tune with their surroundings. It softens and blankets distracting noise and provides area privacy for consultations.

Smooth Mode's warm, relaxing arrangements provide the low key, high quality sound of success you wish to convey.

## **Smooth: Billboard Series**

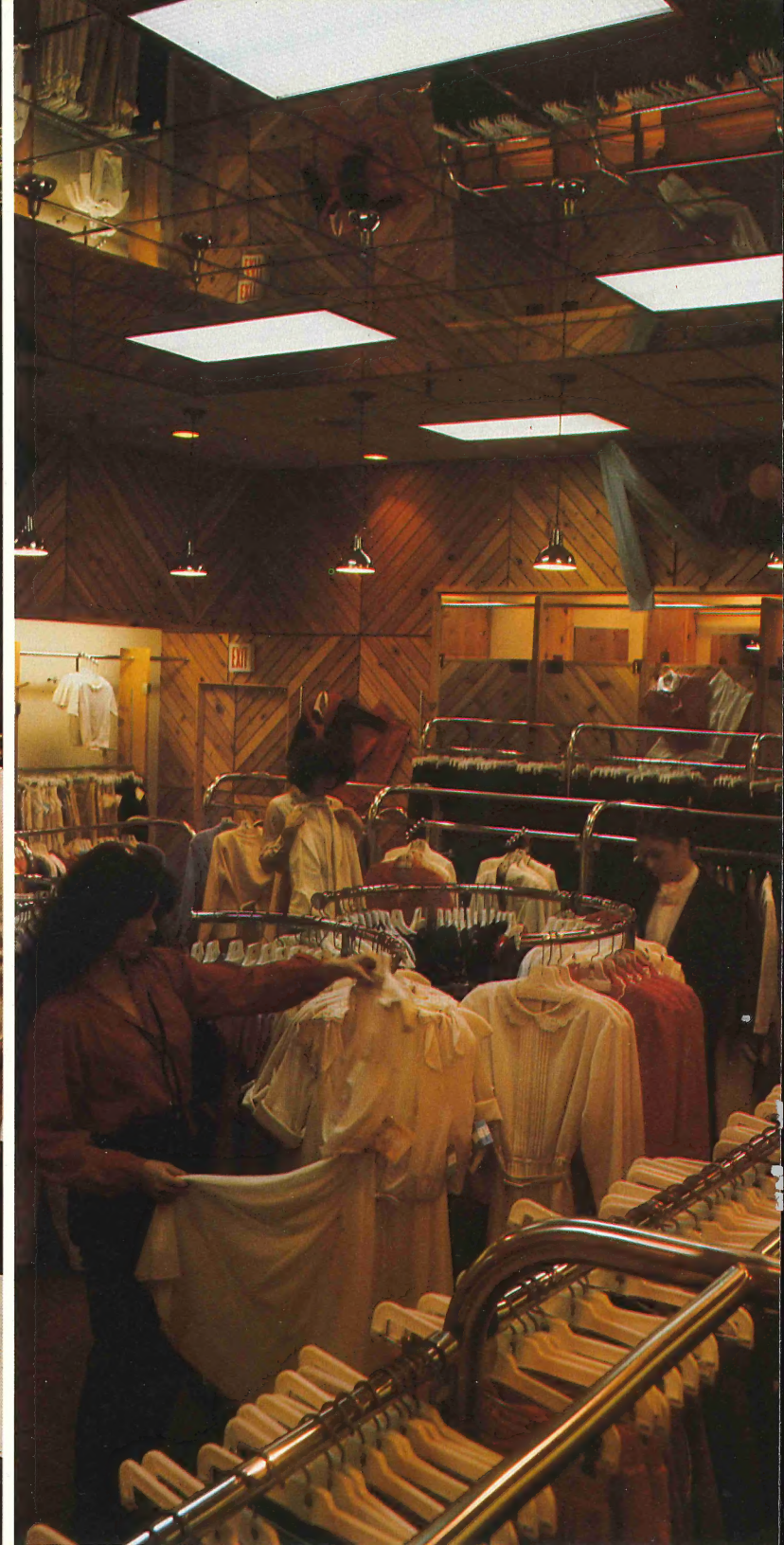
Popular artists selected from Billboard Charts are featured in this series. Soft, easy vocals are blended with smooth instrumentals to create a warm, friendly dimension for your business.

The Smooth Mode series allows you to choose your "Sound of Success."

## **A partial list of titles which have been especially arranged to fit the Smooth Mode:**

You Are So Beautiful  
Lamplighter's Serenade  
Close to You  
How Can You Mend A Broken Heart  
The Morning After  
Theme From The Godfather  
Michelle  
Fascination  
The Way We Were  
I'm In The Mood For Love  
Moon River  
Lara's Theme  
Annie's Song  
Fly Away  
Have You Never Been Mellow  
Ain't No Way To Treat A Lady







# UPTEMPO MODE



*Music keeps my imagination going!  
When I try something on in a boutique and the  
music is right . . . I know just how I'm going to  
feel when I really wear it.*

Hey! The whole world is getting younger and you're right in the middle of it.

3M music is keeping up and moving on — because of the exclusive "Billboard" agreement. The Uptempo Mode is as fresh as tomorrow with current artists and hits.

Here is a wide range of upbeat instrumentations and modern vocals to create and sustain the active environment your customers demand. Here is great sound quality for your critical audience. Here are today's sounds, directed straight at your youth oriented market.

The Uptempo Mode is a move to the foreground of background music: today's sounds for your factory. It's up front for your boutique, cocktail lounge, restaurant or business with a special music need. A sound that speaks the language of your customers, patrons and employees.

**A partial list of titles which have been especially arranged to fit the Uptempo Mode:**

Fire And Rain  
Top Of The World  
Leave Me Alone  
Silver Lady  
Bad Blood  
Shadow Dancing  
Hard Rock Cafe  
Night Fever  
Love Hangover  
Car Wash  
Can't Smile Without You  
When Will I Be Loved  
Looks Like We Made It  
Shop Around  
Stayin Alive







# Country Mode



*The reason I like Country Mode music?  
Well - if you really listen - it's what America's  
all about.*

Country music for business?  
You bet. In developing music programs  
for business, 3M has received many  
requests for country sounds from offices,  
factories, restaurants, retail stores, hotels,  
motels, banks and a host of other  
businesses. Businesses are made up of  
people and people relate to country  
music.

Today, everybody relates to country.  
Those who like rock, and those who  
appreciate Mantovani. Today, they're into  
Country!

The Country Mode was developed to fill  
this growing demand. This unique music  
provides a change of pace which  
illustrates again the flexibility and control  
which can be yours — only with the  
“Cantata” system.

Country Mode is nostalgic.  
It combines golden standards with the  
new contemporary country sounds.  
Here's music that will fill your place with  
good country sounds no matter how big  
or slick your city.

**A partial list of titles which have been  
especially arranged to fit the Country  
Mode:**

Blue Eyes Crying In The Rain  
Dueling Banjos  
Ruby, Don't Take Your Love To Town  
Orange Blossom Special  
Your Cheatin' Heart  
King Of The Road  
Help Me Make It Through The Night  
Jambalaya (On The Bayou)  
Southern Nights  
Heartaches By The Number  
Country Sunshine  
Afternoon Delight  
Have You Never Been Mellow  
Here You Come Again  
Jolene  
Green Green Grass Of Home  
Loving Her Was Easier (Than Anything  
I'll Ever Do Again)  
Wabash Cannonball







# Specialty Mode



*We went to this Hawaiian place. Great decor - pineapples, grass skirts, flower leis. But the background music was Italian. Made everything taste like pizza.*

What's so special about Specialty Modes? It's music as exotic and exciting as your restaurant or merchandise. Music that throbs with the tempo of Italy, Vienna, Latin America, Polynesia or the Orient.

It's Dixieland or Gay Nineties to express your view of America. Specialty Mode libraries capture the specific spirit of holidays like Christmas, Easter, Fourth of July, St. Patrick's Day. Specialty modes also capture the spirit of a nation or a culture. Your next sale celebration can be enhanced with fiesta type music.

3M's specialty library collection is constantly building. These sounds of the world can improve your business.

Restaurants invest huge sums of money to convey special themes in promoting their menu. Lighting and decorative settings appeal to the visual senses. A Polynesian restaurant is bamboo and grass skirts. But why stop there? Bring it alive with authentic "island music" to stimulate the sense of hearing . . . surrounding patrons with a complete island environment.

"Jingle Bells" and "Santa Claus" usher in the most important selling period for nearly every retail store. Christmas music creates this seasonal environment by instilling the "buying mood" and conveying the "spirit of the season."

With the 3M holiday mode you control your Christmas music environment. Would you like to have your Christmas begin on Thanksgiving Day . . . a week before, a week after . . . would you like a Christmas sale in July? It's up to you. You're in control.

Specialty libraries let you select exactly the music appropriate to your setting. You make the selection.

3M provides a full calendar of music appropriate for each holiday and season.







# *variety mode*



*When we redesigned our offices, we added Variety Mode music. And I noticed the change immediately. It was suddenly easier to get going in the morning; I felt livelier and brighter all day long. I consider music an integral part of our interior design.*

You put a lot of thought into your business decor. You spent time and money to achieve with color, texture and materials, the bright cheery environment you desired: The environment most modern offices, factories, retail stores, hotels and restaurants find pleasing and productive. It's good for business.

Now you can add dimension to your environment with matching bright and cheery instrumental arrangements of Variety Mode music.

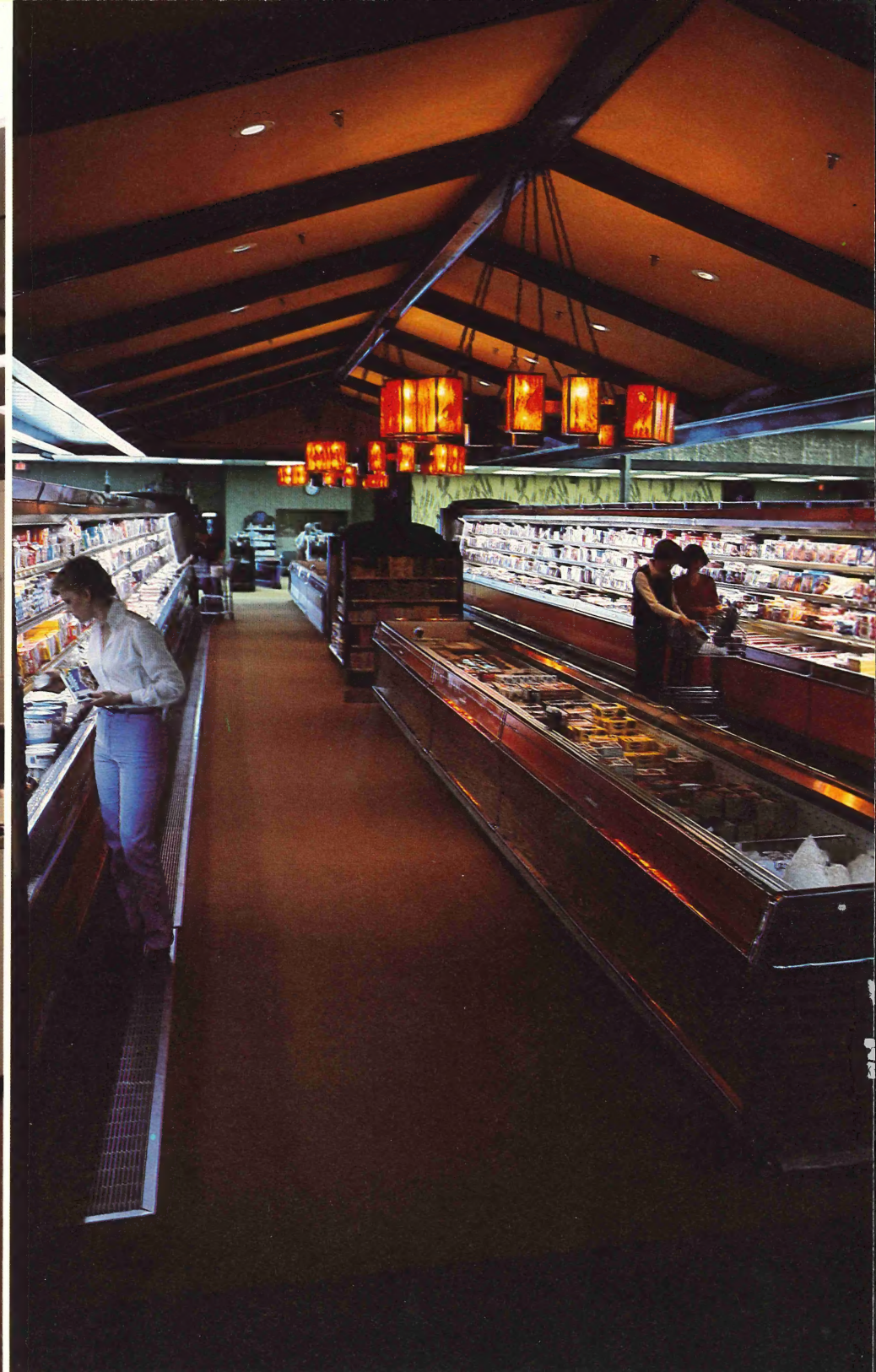
You can further stimulate business and morale, provide a lift of spirit for customers and employees with a wide range of orchestra sizes and styles in an ever-changing format of medium to medium-fast melodies like "I Believe in Music" and "Born Free."

Variety Mode Music . . . a sound idea that's sure to give a lift to your business.

A partial list of titles which have been especially arranged to fit the Variety Mode:

Rainy Days And Mondays  
My World  
Yesterday Once More  
The Sound of Silence  
Breaking Up Is Hard To Do  
It's Too Late  
You've Got A Friend  
Rose Garden  
Stop and Smell The Roses  
Let It Be  
The Look Of Love







# Adult Contemporary Mode



*This music is me. Adult, sophisticated, vivacious and ever changing. It really expresses my moods and feelings.*

This 3M music mode brings you vocal and instrumental selections that most everyone listens to and enjoys. It's specially programmed to match the listening tastes of modern-minded people. The Adult Contemporary Mode provides a perfect cross-section of music for businesses such as contemporary offices, reception areas, restaurants, lounges and boutiques. The music is spirited, sometimes mellow; provocative and stimulating. But most of all, it is comfortable.

The Adult Contemporary Mode consists of popular ballads, soft rock, crossover-country and timeless standards — including current top-of-the-chart selections by original artists!

**A partial list of titles which have been especially arranged to fit the Adult Contemporary Mode:**

Closer I Get To You  
Do You Believe In Magic  
Don't Cry Out Loud  
How Deep Is Your Love  
How Sweet It Is  
It's So Easy  
Jazzman  
Lotta Love  
Love Hangover  
Love Will Find A Way  
One Fine Day  
Sail Away  
Ships  
Stayin' Alive  
Take The Long Way Home  
You're In My Heart  
You've Got A Friend







**The 3M "Cantata" Music System offers  
Precision, Control, Choice and Protection**

3M has entered into all the necessary agreements for music rights under U.S. Copyright Law on your behalf.

With the wide variety of top quality 3M accessory products available, you can have a business music system or even a paging system to fit your needs.

You select the "Sound of Success" that best fits your business environment.



**Sound Products/3M**  
220-6E 3M Center  
St. Paul, Minnesota 55101

**3M**

Litho in U.S.A. with 3M BRAND Photo Offset Plates, Film and Chemicals.